Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

Claims 1-36 (canceled)

Claim 37 (new): An apparatus for determining a refund comprising:

accessing means for accessing content data, some of the content data including advertising data;

transmission means for transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data; and

calculating means for calculating a refund quantity as a function of a number of transmissions of the selected content data and whether the selected content included advertising data.

Claim 38 (new): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

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Claim 39 (new): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

Claim 40 (new): The apparatus according to claim 37, wherein the calculating means calculates the refund quantity as a function of connection fee data.

Claim 41 (new): The apparatus according to claim 37, wherein the calculating means calculates the refund quantity as a function of use fee data.

Claim 42 (new): The apparatus according to claim 37, wherein the calculating means calculates a credit quantity as a function of the refund quantity.

Claim 43 (new): The apparatus according to claim 42, wherein the credit quantity is applied to one or more purchases over the network.

Claim 44 (new): The apparatus according to claim 37, wherein the calculating means calculates an accumulation quantity as a function of one or more refund quantities.

Claim 45 (new): The apparatus according to claim 37, further comprising:

generating means for generating content data that is accessed by the accessing means,

wherein the generating means positions the advertising data at one or more

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particular region of the content data.

Claim 46 (new): The apparatus according to claim 45, wherein the region is a head portion.

Claim 47 (new): The apparatus according to claim 37, wherein the calculating means calculates a contribution quantity as a function of a contribution indication.

Claim 48 (new): A method for determining a refund comprising the steps of:

accessing content data, some of the content data including advertising data;

transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data; and

calculating a refund quantity as a function of a number of transmissions of the selected content data and whether the selected content included advertising data.

Claim 49 (new): The method according to claim 48, wherein the request from the one or more user locations includes indicating inclusion of advertising data with the content data.

Claim 50 (new): The method according to claim 48, wherein the request from the one or more user locations includes indicating exclusion of advertising data from the content data.

Claim 51 (new): The method according to claim 48, wherein the calculating step calculates the refund quantity as a function of connection fee data.

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Claim 52 (new): The method according to claim 48, wherein the calculating step calculates the refund quantity as a function of use fee data.

Claim 53 (new): The method according to claim 48, wherein the calculating step calculates a credit quantity as a function of the refund quantity.

Claim 54 (new): The method according to claim 53, further comprising applying the credit quantity to one or more purchases over the network.

Claim 55 (new): The method according to claim 48, wherein the calculating step calculates an accumulation quantity as a function of one or more refund quantities.

Claim 56 (new): The method according to claim 48, further comprising the steps of:

generating the content data that is accessed; and

positioning the advertising data at one or more particular regions of the content

data.

Claim 57 (new): The method according to claim 48, wherein the region is a head portion.

Claim 58 (new): The method according to claim 48, further comprising the step of calculating a contribution quantity as a function of a contribution indication.

Claim 59 (new): A program, for determining a refund, stored on a computer-readable medium comprising:

program code for accessing content data, some of the content data including advertising data;

program code for transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data; and

program code for calculating a refund quantity as a function of a number of transmissions of the selected content data and whether the selected content included advertising data.

Claim 60 (new): The program according to claim 59, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

Claim 61 (new): The program according to claim 59, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

Claim 62 (new): The program according to claim 59, wherein the program code for calculating calculates the refund quantity as a function of connection fee data.

Claim 63 (new): The program according to claim 59, wherein the program code for

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calculating calculates the refund quantity as a function of use fee data.

Claim 64 (new): The program according to claim 59, wherein the program for calculating calculates a credit quantity as a function of the refund quantity.

Claim 65 (new): The program according to claim 64, further comprising program code for applying the credit quantity to one or more purchases over the network.

Claim 66 (new): The program according to claim 59, wherein the program code for calculating calculates an accumulation quantity as a function of one or more refund quantities.

Claim 67 (new): The program according to claim 59, further comprising:

program code for generating content data that is accessed,

program code for positioning the advertising data at one or more particular regions of the content data.

Claim 68 (new): The program according to claim 67, wherein the particular region is a head portion.

Claim 69 (new): The program according to claim 59, further comprising program code for calculating a contribution quantity as a function of a contribution indication.

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Claim 70 (new): A method for accessing content data comprising the steps of:

selecting content data, some of the content data including advertisement data;

receiving the selected content data;

generating a signal indicating a quantity of received content data that included

advertisement data and a quantity of received content data that did not include

advertisement data; and

transmitting the signal to a reception location.

Claim 71 (new): The method according to claim 70, wherein the selecting step further

comprises indicating that the content data include advertising data.

Claim 72 (new): The method according to claim 70, wherein the selecting step further

comprises indicating that the content data exclude advertising data.

Claim 73 (new): The method according to claim 70, wherein the generating step further

comprises generating connection fee data, and

wherein the transmitting step transmits the connection fee data.

Claim 74 (new): The method according to claim 70, wherein the generating step further

comprises generating use fee data, and

wherein the transmitting step transmits the use fee data.

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Claim 75 (new): The method according to claim 70, wherein the receiving step is performed as a function of one or more preset parameters.

Claim 76 (new): The method according to claim 70, wherein the advertisement data is inserted in one or more regions of the content data.

Claim 77 (new): The method according to claim 76, wherein the region is a head portion.

Claim 78 (new): The method according to Claim 70 wherein the transmitting step further comprises, transmitting a contribution signal indicative of contribution data, to the reception location.

Claim 79 (new): An apparatus for accessing content data comprising:

means for selecting content data, some of the content data including advertisement data;

means for receiving the selected content data;

means for generating a signal indicating a quantity of received content data that included advertisement data and a quantity of received content data that did not include advertisement data; and

means for transmitting the signal to a reception location.

Claim 80 (new): The apparatus according to claim 79, wherein the means for selecting selects content data that includes advertising data.

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Claim 81 (new): The apparatus according to claim 79, wherein the means for selecting selects content data that excludes advertising data.

Claim 82 (new): The apparatus according to claim 79, wherein the means for generating generates connection fee data, and

> wherein the means for transmitting transmits the connection fee data.

Claim 83 (new): The apparatus according to claim 79, wherein the means for generating generates use fee data, and

> wherein the means for transmitting transmits the use fee data.

Claim 84 (new): The apparatus according to claim 79, wherein the means for receiving receives the content data as a function of one or more preset parameters.

Claim 85 (new): The apparatus according to claim 79, wherein the advertisement data is positioned at one or more regions of the content data.

Claim 86 (new): The apparatus according to claim 85, wherein the region is a head portion.

Claim 87 (new): The apparatus according to Claim 79 wherein the means for transmitting transmits a contribution signal indicative of contribution data, to the reception location.

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Claim 88 (new): A program, for accessing content data, stored on a computer-readable medium comprising:

program code for selecting content data, some of the content data including advertisement data;

program code for receiving the selected content data;

program code for generating a signal indicating a quantity of received content data that included advertisement data and a quantity of received content data that did not include advertisement data; and

program code for transmitting the signal to a reception location.

Claim 89 (new): The program according to claim 88, further comprising program code for indicating that the content data include advertising data.

Claim 90 (new): The program according to claim 88, further comprising program code for indicating that the content data exclude advertising data.

Claim 91 (new): The program according to claim 88, further comprising:

program code for generating connection fee data, and

program code for transmitting the connection fee data.

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Claim 92 (new): The program according to claim 88, further comprising:

program code for generating use fee data, and

program code for transmitting the use fee data.

Claim 93 (new): The program according to claim 88, further comprising program code for

receiving the content data as a function of one or more preset parameters.

Claim 94 (new): The program according to claim 88, wherein the advertisement data is

inserted at one or more regions of the content data.

Claim 95 (new): The program according to claim 94, wherein the region is a head portion.

Claim 96 (new): The program according to Claim 88, further comprising program code for

transmitting a contribution signal indicative of contribution data, to the reception location.

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